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A New, Different and Better
Variety.

The Orange of the Future
of the Citrus Industry.

Different in outer appearance,
unique in internal characteristics
and distinctive in flavor.

Superior in eating quality,
surpassing in juice content
and unequalled in keeping
capacity.

Now first offered to the customers
of the world's largest citrus nurseries, which have
exclusive rights of propagation and sale.

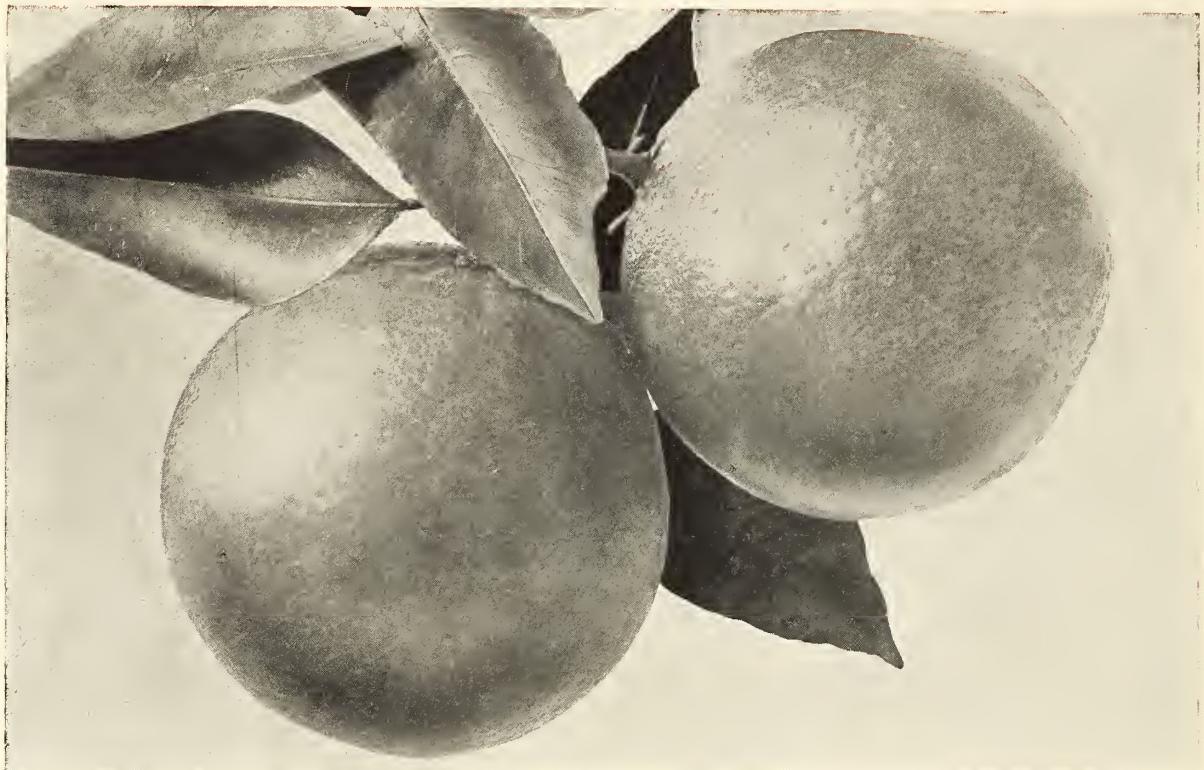
The **Temple Orange**

Advance Announcement
Buckeye Nurseries

M. E. GILLETT

D. C. GILLETT

Tampa, Florida



The Temple is A Beautiful Orange

THE TEMPLE ORANGE--HISTORY AND ORIGIN

The history of this new orange is a simple one but its origin is a mystery.

When first brought to our attention by the owner, the parent tree was producing fruit of a most distinctive character.

Our own tests of the oranges convinced us that they were altogether out of the ordinary and our judgment was confirmed by all to whom were submitted specimens.

So great was our assurance of the value to the citrus industry of the new introduction that we arranged with the owner for exclusive rights in fruit and budwood.

At the time the deal was closed, however, we informed him that before we could offer the new orange to our customers we must know beyond all question that budwood from the original tree would positively reproduce itself.

Of course it has taken several years to conduct our experiments but these have been most conclusive in their results—trees topworked with budwood of the new variety have been loaded with fruit exactly the same as that on the original tree.

With the records of these experiments demonstrating absolutely that budwood from the parent tree reproduces every characteristic of it, we undertook the propagation of this remarkable orange on an extensive scale and have devoted our energies largely thereto for the past few years.

The parent tree was planted at the same time as the remainder of the grove in which it stands. The fruit is entirely different from that of any of the other trees. It is supposed to be either a hybrid or an exceptionally fine bud variation.



The Skin is Thin and the Flesh Solid

WHY WE HAVE SELECTED THE NAME "TEMPLE"

While "A rose by any other name would smell as sweet," after all there is a good deal in a name.

When we reached the selection of one for this wonderful new orange, we determined to exercise great care.

A number of names were suggested by members of our business organization and by friends who knew about the splendid new fruit, and all were considered.

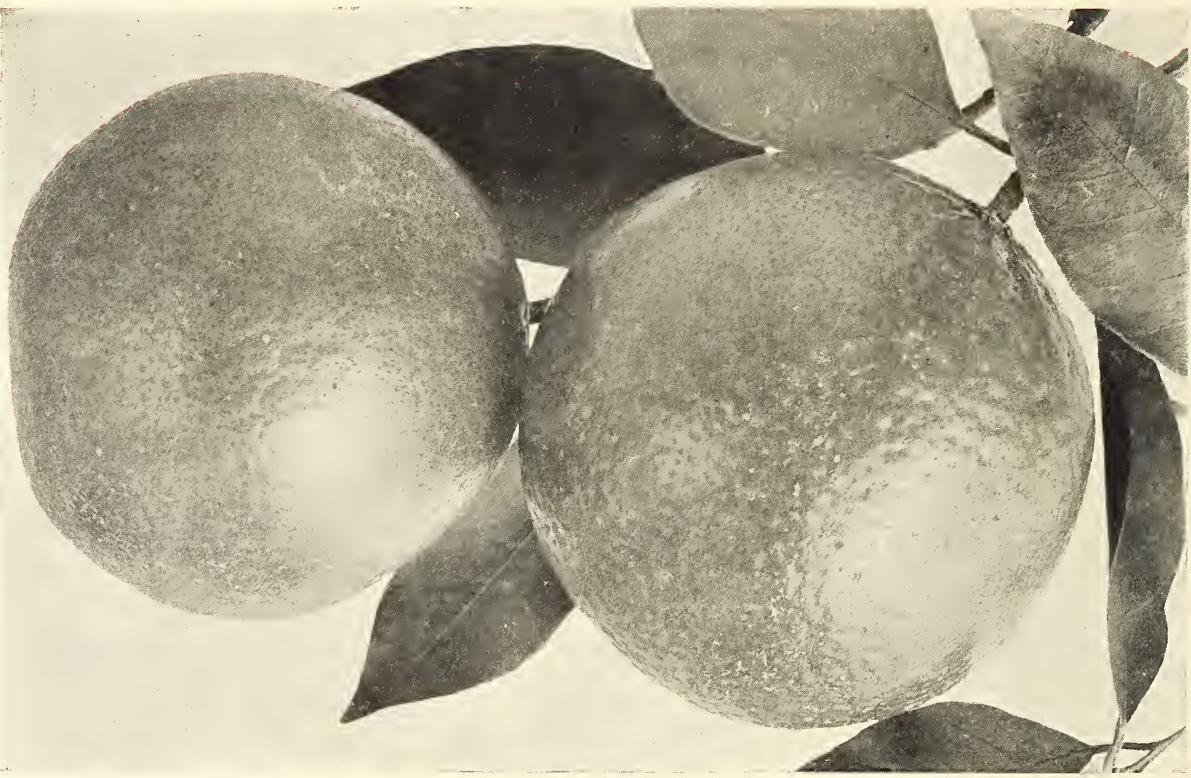
From the first, however, it seemed as if one of the names suggested had so much to commend its choice that there was every reason for the adoption of it and finally it has been selected—Temple, in honor of the lamented William Chase Temple.

In a way, the giving of the name Temple to the new orange was poetic justice, because it was Mr. Temple who first was ad-

vised by the owner of the parent tree as to the splendid fruit it produced and the former urged him to place the propagation and marketing in our hands.

In a broader sense, the selection of the name appropriately does honor to a man to whom the citrus industry of Florida owes much. For it is largely due to the way in which William Chase Temple backed the Florida Citrus Exchange with his time, money and influence, that the citrus industry of the State is on a stable basis.

The father of the Exchange, the late Dr. F. W. Inman, we honored by giving his name to the best variety of grapefruit yet introduced. We have had equal pleasure in attaching to the magnificent new orange the name of William C. Temple. These fruits are monuments to their memory.



The Outside Markings Are Distinctive

WHAT THE TEMPLE ORANGE MEANS TO GROWERS

It is in the possession of the combination of "key" qualities that the Temple orange offers so much to growers who plant trees of it in their groves.

Citrus fruit sells in the first instance on its appearance. It has been by reason of the good looks of California oranges that they became so widely distributed. "Sun-kist" suggests outer glories. The Temple is as pretty as any California variety.

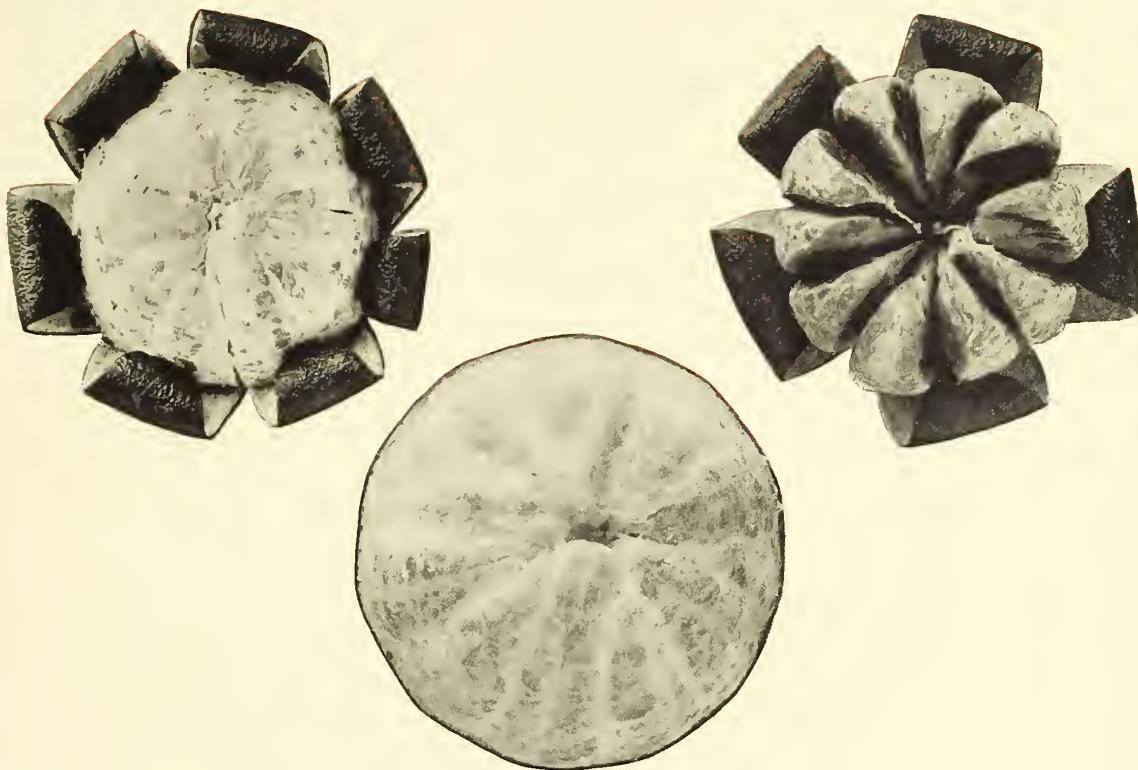
But the continued buying of oranges by a housewife depends on their eating qualities. That the Florida product is superior in this respect accounts for the increasing demand. "Sealdsweet" indicates inner goodness. The Temple is better to eat than any other Florida kind.

These two dominant qualities are combined with all the other elements that go

to make an orange that will sell freely and keep on selling. The Temple's season, its thin skin, its keeping qualities, all are added advantages. This new orange offers about every thing found in *all* other kinds.

That's why, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 per box, the head of perhaps the greatest fruit auction in the world said he would guarantee \$10.00 a box for a carload of Temples. That's why every grower who has tried the Temple asks "When can I get some trees? Book my order for future delivery." That's why the wide dissemination of the Temple orange among Florida growers means a new era of prosperity for them. That's why in offering the Temple orange to our friends we feel that we are rendering the citrus industry a service.





The Temple is A "Kid-Glove" Orange

DESCRIPTION AND CHARACTERISTICS

The outer appearance of the Temple is made distinctive by a slight ridging of stem.

In shape it somewhat resembles a flattened King orange and it has a remarkable uniformity of size, a large percentage of the fruit running 150's to 176's.

The skin of the Temple is semi-loose, not so much as with tangerines, but enough to make it easily peeled without soiling the hands. Very thin and tough, the skin is smooth and susceptible of a high polish.

A very dark red color gives the Temple a most attractive appearance. The perfection of this color is emphasized by comparison of Temple with Pineapple oranges, themselves very highly-colored fruits.

The flavor beggars description. It is "simply wonderful," to quote the words of almost every one who has eaten a Temple.

Aromatic, sprightly, yet melting and sweet, the taste is delicious and lasting. Sugar and acid are admirably blended.

Uniform and easily separated segments; flesh of a beautiful deep red, tempting to the appetite and pleasing to the eye; abundant juice, evenly distributed; less seeds than in most budded varieties—these are its distinguishing characteristics. The Temple is a mid-season to late orange. It is in fair shape for market by January but best from February to May, when it can be sold as a "kid-glove" orange.

One of the greatest advantages of the Temple is the keeping quality. Both in ordinary fruit cellars and in cold storage it has made a remarkable record in this respect. The aroma and flavor improve the longer the fruit is kept.



The Original Temple Tree



Closer View Showing Fruit

SOME EXPERT OPINIONS AS TO THE TEMPLE

Mr. J. C. Chase, of Jacksonville, whose knowledge of citrus fruits is surpassed by that of no man in Florida, says:

"I remember very distinctly sampling several oranges taken from the original Temple tree and consider it the only round variety combining thin, smooth peel with the high color of the Tangerine and a flavor all its own. The Temple also contains very few seeds and impresses one as a coming popular variety when introduced into the markets, as the color will attract the eye and the splendid eating qualities bring about a large demand. Favor me with trees when ready."

Mr. L. B. Skinner, the Pinellas county citrus grower, whose splendid success with oranges and grapefruit is widely known, writes:

"I am glad to bear testimony to the great merits of the Temple orange. It is in a class by itself and has many points to recommend it to the man who is planning a grove. The wonderful deep red color will make it sell for a dollar a box

more than other oranges. In addition, the Temple possesses an aroma or fragrance strongly resembling that of the Pineapple orange and the advantage of a late marketing season when prices are highest. I regard it as the greatest acquisition to the citrus industry since the advent of the Pineapple orange and shall plant heavily of it as trees are available."

Mr. Edgar A. Wright, editor of the Florida Grower, who has asked us to sell him 1,000 trees of the Temple, said of it in his paper, after first trying this new orange:

"It is the fruit of the gods, the golden apple of Hesperides; a fruit that melts in the mouth, leaving it overflowing with sweet juices. In appearance it is more the shape of the "round" orange than the tangerine. It is thin of skin, can be peeled like a navel, or a tangerine and eaten out of hand by breaking segments apart, has few seeds and almost no rag. In my humble opinion it will prove to be as much the orange for Florida as the navel proved to be the orange for California."